

What is claimed is:

1. A method of assembling a mailing, the method comprising:  
producing a stream of primary books on a production line;  
determining that a secondary book is to be inserted between first and second primary books on the production line;  
creating a space between first and second primary books on the production line; and  
inserting the secondary book into the space between the first and second primary books on the production line.
2. A method as defined by claim 1, wherein the determination that a secondary book is to be inserted between the first and second primary books is made by examination of a database.
3. A method as defined by claim 2, wherein the database comprises a list of names and addresses.
4. A method as defined by claim 2, wherein the database comprises an indication of whether an addressee is to receive the secondary book.
5. A method as defined by claim 1, wherein the secondary book comprises any one of a number of books different from the stream of primary books.
6. A method as defined by claim 1, comprising printing information on the primary books and the secondary book.
7. A method as defined by claim 6, wherein the information printed on the primary books and the secondary books comprises addresses.
8. A method as defined by claim 7, wherein the secondary book and one of the first and second primary books comprise the same address.

9. A method as defined by claim 1, comprising printing information on the primary books.

10. A method as defined by claim 1, wherein producing a stream of primary books on the production line comprises gathering and stitching signatures.

11. A method as defined by claim 1, wherein the primary books are bound in a first manner and the secondary book is bound in a second manner different from the first manner.

12. A method as defined by claim 11, wherein the primary books are saddle stitched.

13. A method as defined by claim 12, wherein the secondary book is perfect bound.

14. An article of manufacture comprising a machine-accessible medium having a plurality of machine accessible instructions that, when executed, cause a machine to:

produce a stream of primary books on a production line;

determine that a secondary book is to be inserted between first and second primary books on the production line;

create a space between the first and second primary books on the production line; and

insert a secondary book into the space between the first and second primary books on the production line.

15. A machine-accessible medium as defined by claim 14, wherein the determination that a secondary book is to be inserted between the first and second primary books is made by examination of a database.

16. A machine-accessible medium as defined by claim 15, wherein the database comprises a list of names and addresses.

17. A machine-accessible medium as defined by claim 15, wherein the database comprises an indication of whether an addressee is to receive the secondary book.

18. A machine-accessible medium as defined by claim 14, wherein the secondary book comprises any one of a number of books different from the stream of primary books.

19. A machine-accessible medium as defined by claim 14, wherein the plurality of machine accessible instructions, when executed, cause a machine to print information on the primary books and the secondary book.

20. A machine-accessible medium as defined by claim 19, wherein the information printed on the primary books and the secondary books comprises addresses.

21. A machine-accessible medium as defined by claim 20, wherein the secondary book and one of the first and second primary books comprise the same address.

22. A machine-accessible medium as defined by claim 14, wherein the primary books are bound in a first manner and the secondary book is bound in a second manner different from the first manner.

23. A method of assembling a mailing on a production line, the method comprising:
- gathering signatures for a primary book at a first stage of the production line;
  - binding the signatures of the primary book in a first manner at a second stage of the production line;
  - trimming the primary book at a third stage of the production line;
  - feeding a complete secondary book bound in a second manner different from the first manner onto the production line at a location behind the primary book; and
  - printing information on at least one of the primary book and the secondary book.
24. A method as defined by claim 23 comprising determining that the secondary book is to be inserted after the primary book.
25. A method as defined by claim 24, wherein the determination that a secondary book is to be inserted after the primary book is made by examination of a database.
26. A method as defined by claim 25, wherein the database comprises a list of names and addresses.
27. A method as defined by claim 25, wherein the database comprises an indication of whether an addressee is to receive the secondary book.
28. A method as defined by claim 23, wherein the secondary book is fed onto the production line at a location adjacent the primary book.
29. A method as defined by claim 23, comprising printing personalized information on the primary book and the secondary book.
30. A method as defined by claim 29, wherein the personalized information printed on the primary book is identical to the personalized information printed on the secondary book.
31. A method as defined by claim 30, wherein the personalized information comprises an address.

32. A method as defined by claim 23, wherein the primary book is saddle stitch bound.

33. A method as defined by claim 32, wherein the secondary book is perfect bound.

34. An article of manufacture comprising a machine-accessible medium having a plurality of machine accessible instructions that, when executed, cause a machine to:

- gather signatures for a primary book at a first stage of the production line;
- bind the signatures of the primary book in a first manner at a second stage of the production line;
- trim the primary book at a third stage of the production line;
- feed a complete secondary book bound in a second manner different from the first manner onto the production line at a location behind the primary book; and
- print information on at least one of the primary book and the secondary books.

35. A machine-accessible medium as defined by claim 34 comprising determining that the secondary book is to be inserted after the primary book.

36. A machine-accessible medium as defined by claim 35, wherein the determination that a secondary book is to be inserted after the primary book is made by examination of a database.

37. A machine-accessible medium as defined by claim 35, wherein the database comprises a list of names and addresses.

38. A machine-accessible medium as defined by claim 35, wherein the plurality of machine accessible instructions, when executed, cause a machine to feed the secondary book onto the production line at a location adjacent the primary book.

39. A machine-accessible medium as defined by claim 34, wherein the plurality of machine accessible instructions, when executed, cause a machine to print personalized information on the primary book and the secondary book.

40. A machine-accessible medium as defined by claim 39, wherein the personalized information printed on the primary book is identical to the personalized information printed on the secondary book.

41. A machine-accessible medium as defined by claim 40, wherein the personalized information comprises an address.

42. A machine-accessible medium as defined by claim 34, wherein the primary book is saddle stitch bound.

43. A machine-accessible medium as defined by claim 34, wherein the secondary book is perfect bound.



44. A book making system comprising:

a gathering section configured to gather signatures at a first station on a processing line;

a stitcher configured to receive gathered signatures and to bind the gathered signatures to make primary books at a second station on the processing line;

a secondary book feeder configured to selectively commingle secondary books with the primary books at a third station on the processing line; and

a printer configured to personalize the primary books and the secondary books.

45. A book making system as defined by claim 43, wherein the secondary book feeder is configured to commingle the secondary books with the primary books by inserting a secondary book onto the processing line at a position adjacent a primary book intended for the same addressee.

46. A book making system as defined by claim 43, wherein the personalization of the primary books and the secondary books comprises addressing the primary books and the secondary books.

47. A book making system as defined by claim 43, wherein the secondary books comprise a number of books other than the primary book.

48. A book making system as defined by claim 43, wherein the primary book is bound in a first manner and the secondary book is bound in a second manner different from the first manner.

49. A book making system as defined by claim 43, wherein the primary book is saddle stitched.

50. A book making system as defined by claim 43, wherein the secondary book is perfect bound.